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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

<p align="center">Office Action Summary</p>	Application No. 09/820,582	Applicant(s) GOLDMAN ET AL.	
	Examiner Andrew Y. Koenig	Art Unit 2623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 14 August 2006.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-21, 23-32, 34 and 37-42 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-21, 23-32, 34, and 37-42 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|---|--|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____ | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____
5) <input type="checkbox"/> Notice of Informal Patent Application
6) <input type="checkbox"/> Other: _____ |
|---|--|

DETAILED ACTION

Response to Arguments

1. Applicant's arguments with respect to claims 1-21, 23-32, 34, and 37-42 have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims **1-21, 23-32, 34, and 37-42** are rejected under 35 U.S.C. 102(e) as being anticipated by U.S. Patent 6,718,552 to Goode in view of U.S. Patent 5,758,257 to Herz et al. (Herz) and U.S. Patent Application Publication 2002/0095676 to Knee et al. (Knee).

Regarding claim **1**, Goode teaches in a system where a broadcast is output across a medium having a fixed bandwidth to individual home entertainment systems, the broadcast included a plurality of channels of viewable moving image data, a method for optimizing the use of the fixed bandwidth by dynamically restructuring the broadcasting of the plurality of channels based on feedback from at least some of the home entertainment systems, the method comprising the steps for: upon the occurrence

of an event at a first home entertainment system, initiating usage tracking of how viewable moving image data of a selected type of viewable moving image data usage for viewable moving image data of a selected channel (See Col. 3 lines 21-67, Col. 4 lines 1-50).

Goode teaches that in response to the event, identifying information related to how the viewable moving image data is being used at the first home entertainment system; coupling the event with the identified information to generate user behavior information for the first home entertainment system, the user behavior information describing how the first entertainment system is using the viewable moving image data (See Col. 3 lines 21-67, Col. 4 lines 1-50); combining the user behavior information from the first home entertainment system with user behavior information from other home entertainment systems that corresponds to the viewable moving image data wherein user behavior information from other home entertainment systems includes events used to initiate usage tracking of the viewable moving image data, the user behavior information from other home entertainment systems describing how the other home entertainment systems are using the viewable moving image data; (See Col. 3 lines 21-67, Col. 4 lines 1-50);

However, Goode is silent on tracking a utilization of the selected type of viewable moving image data from among the plurality of different types of viewable moving image data usage, from among the plurality of different types of usage and Goode is silent on using usage information for generating user behavior information. In analogous art, Herz teaches a system for receiving active feedback from customers in order to improve

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the selection and scheduling of programs (col. 6, ll. 14-55, col. 29, ll. 52-67), wherein each user has a profile contains viewing information (col. 41, ll. 28-41, col. 42, ll. 7-11, col. 42, ll. 61-63, col. 43, ll. 15-31), which reads on using usage information for generating user behavior information. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Goode by using usage information for generating user behavior information as taught by Herz in order to provide desirable video programming to viewers and updating the information as the audience changes.

However, Goode and Herz teach profiles incorporating a single usage of watching/tuning to a program, but are silent on plurality of different types of usage. In analogous art, Knee teaches determining how the content is used such as watching or recording the program, setting a reminder, or retrieving information, which reads on plurality of different types of usage (Knee: fig. 3, pg. 3, para. 0035). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Goode and Herz by plurality of different types of usage as taught by Knee in order to more accurately determine the user's preference information.

Goode teaches dynamically restructuring the broadcast of at least the selected channel, by at least restructuring the viewable moving image data and without having to change allocated bandwidth to said selected channel based on the combined user behavior information describing how the viewable moving image data is being used so as to optimize the use of the fixed bandwidth (See Col. 3 lines 21-67, Col. 4 lines 1-50).

Goode is silent on combining the events and the user generated behavior information with events and behavior from other home entertainment systems. In analogous art, Herz teaches a system for receiving active feedback from customers in order to improve the selection and scheduling of programs (col. 6, ll. 14-55, col. 29, ll. 52-67), wherein each user has a profile contains viewing information (col. 41, ll. 28-41, col. 42, ll. 7-11, col. 42, ll. 61-63, col. 43, ll. 15-31), which reads on combining the events and the user generated behavior information with events and behavior from other home entertainment systems. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Goode by combining the events and the user generated behavior information with events and behavior from other home entertainment systems as taught by Herz in order to accurately reflect the characteristics of the network, thereby enabling the system to more effectively provide content to subscribers.

Goode is silent on restructuring selected from one of: changing modulation of the broadcast, changing an encoding scheme of the broadcast, varying parameters of the encoding scheme of the broadcast, or redistributing the channel from a first transponder of a satellite television system to a second transponder of the satellite television system. In analogous art, Horton teaches changing the encoding format and factors (col. 8, ll. 34-37, col. 10, ll. 33-38, col. 12, ll. 19-29), which reads on changing an encoding scheme of the broadcast and varying parameters of the encoding scheme of the broadcast for the benefit of overcoming noise within the distribution system. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention

was made to modify Goode by changing an encoding scheme of the broadcast, varying parameters of the encoding scheme of the broadcast as taught by Horton in order to efficiently using the bandwidth within the system by selecting a formats that can overcome noise within the distribution system.

Regarding claim 2, Goode teaches wherein the combined user behavior information is anonymous such that the identities of the first home entertainment system and the other home entertainment systems are not disclosed (See Col. 2 lines 50-67 The combined user information is represented as a percentages which provides anonymity of viewers).

Regarding claim 3, Goode teaches wherein said step for dynamically restructuring a broadcast is performed automatically (See Col. 3 lines 21-67, Col. 4 lines 1-50 Restructuring is performed automatically to user viewer statistics).

Regarding claim 4, Goode teaches wherein said step for dynamically restructuring comprises receiving a guaranteed amount of bandwidth for the broadcast (See Col. 3 lines 21-67, Col. 4 lines 1-50 Moving a set of programs to a channel slot having a predefined bandwidth guarantees an amount of bandwidth for the program channels).

Regarding claim 5, the combination of Goode, Herz, and Knee teaches the method further comprising the step for transmitting the user behavior information as feedback across a back channel from the first home entertainment system to a signal source, wherein the viewing behavior information is transmitted in one of real time (See

Col. 4 lines 12-32, Col. 5 lines 36-42) and a deferred basis with respect to the broadcast of the channel (see also: Herz col. 42, ll. 61-63, col. 43, ll. 13-31).

Regarding claim 6, Goode teaches wherein a statistical analysis is performed at the signal source to determine when a statistically significant number of home entertainment systems have transmitted viewing behavior information (See Col. 3 lines 21-67, Col. 4 lines 1-50 Channel restructuring is based on the percentage of users watching tuned to a channel slot).

Regarding claim 7, Goode teaches the method further comprising the step for transmitting the user behavior information as feedback across a back channel from the first home entertainment system to a clearinghouse system (See Fig. 2, SCM 212, Col. 5 lines 28-46 User information goes to SCM which is a clearinghouse system), wherein the viewing information is transmitted in at least one of (i) real time with respect to the broadcast of the channel (See Col. 4 lines 12-32) and (ii) on a deferred basis with respect to the broadcast of the channel.

Regarding claim 8, Goode teaches wherein the clearinghouse system performs said step for combining (See Col. 5 lines 28-57 SCM collects information from various user stations).

Regarding claim 9, the combined systems of Goode, Herz, and Knee teaches wherein a statistical analysis is performed at the clearinghouse system to determine when a statistically significant number of home entertainment systems have transmitted user behavior information (See Col. 5 lines 28-46 SCM manages information this would include statistical analysis)(see also: Herz col. 42, ll. 61-63, col. 43, ll. 13-31).

Regarding claim **10**, the combined systems of Goode, Herz, and Knee teaches wherein the clearinghouse system processes the combined user behavior information and forwards the results to a signal source (See Col. 5 lines 39-43). (see also: Herz col. 42, ll. 61-63, col. 43, ll. 13-31)

Regarding claim **11**, the combined systems of Goode, Herz, and Knee teaches wherein the processing performed at the clearinghouse system comprises associating the combined user behavior information with data from a data source (See Col. 5 lines 28-46 Viewing behavior is associated with programs) (see also: Herz col. 42, ll. 61-63, col. 43, ll. 13-31).

Regarding claim **12**, Goode fails to disclose wherein the data source comprises an electronic programming guide that provides data as to at least one of a program and an advertisement. However, Goode does teach where MPEG-2 System information is used in his invention (See Col. 6 lines 14-16). Using system information is one way to assemble an electronic program guide. Official notice is taken that electronic programming guides that provide data as to at least one of program and an advertisement are notoriously well known in the art as an effective way to organize broadcast information. Thus, it would have been obvious at the time the invention was made to modify Goode to have the data source comprise an electronic programming guide that provided data as to at least one of a program and an advertisement.

Regarding claim **13**, Goode teaches wherein the processing performed at the clearinghouse system comprises generating a profile of at least one of the home entertainment systems and the users (See Col. 5 lines 28-46).

Regarding claim **14**, Goode teaches wherein the profile includes the programs of the broadcast to which the home entertainment systems are more frequently tuned compared to other programs of the broadcast (See Col. 5 lines 28-46).

Regarding claim **15**, Goode teaches the method further comprising allocating increased bandwidth to the programs more frequently tuned (See Col. 3 lines 6-15, Col. 4 lines 12-50 Program sets more frequently tuned are assigned broadcast channel slots which require more bandwidth than narrowcast channel slots).

Regarding claim **16**, Goode teaches wherein the bandwidth is increased at an instant in time prior to the airing of the programs more frequently tuned (See Col. 6 lines 46-53).

Regarding claim **17**, Goode teaches a method further comprising allocating increased bandwidth to channels of the broadcast to which the home entertainment systems are more frequently tuned (See Col. 3 lines 6-15, Col. 4 lines 12-50).

Regarding claim **18**, Goode teaches in a system where a broadcast is output across a medium having a fixed bandwidth and is received by one or more individual home entertainment systems, the broadcast including a plurality of channels of viewable moving image data, a method for restructuring the broadcast based on feedback transmitted from the one or more home entertainment systems across one or more potentially unreliable back channels to a clearinghouse system, the method comprising the acts of: receiving at the clearinghouse system user behavior information across a first communication link from a first home entertainment system, wherein the user behavior information includes an event used to initiate usage tracking of viewable

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moving image data of a selected channel, from among the plurality of channels, at the first home entertainment system coupled to related information identifying how the first home entertainment system is using the viewable moving image data the user behavior information from the first home entertainment system describing how the first home entertainment system is using the viewable moving image data (See Fig. 2, SCM 212, Col. 5 lines 28-46, See Col. 3 lines 21-67, Col. 4 lines 1-50); receiving at the clearinghouse system other user behavior information across other communication links from other home entertainment systems, wherein user behavior information from other home entertainment systems includes events used to initiate usage tracking of the viewable moving image data at the other home entertainment systems coupled to corresponding related information identifying how the other home entertainment systems are using the selected channel the user behavior information from the other home entertainment systems describing how the other home entertainment systems are using the viewable moving image data (See Fig. 2, SCM 212, Col. 5 lines 28-46, See Col. 3 lines 21-67, Col. 4 lines 1-50); combining at the clearinghouse system the viewing behavior information from the first home entertainment system with the other viewing behavior information from the other home entertainment systems to describe how the viewable moving image data is being used in the system (See Fig. 2, SCM 212, Col. 5 lines 28-46, See Col. 3 lines 21-67, Col. 4 lines 1-50); and automatically restructuring the broadcast of at least the selected channel by at least restructuring the viewable moving image data, and without having to change allocated bandwidth to said

selected channel, based on the combined viewing behavior information (See Col. 3 lines 21-67, Col. 4 lines 1-50 Restructuring is performed automatically to user).

However, Goode is silent on tracking a utilization of the selected type of viewable moving image data from among the plurality of different types of viewable moving image data usage, from among the plurality of different types of usage and Goode is silent on using usage information for generating user behavior information. In analogous art, Herz teaches a system for receiving active feedback from customers in order to improve the selection and scheduling of programs (col. 6, ll. 14-55, col. 29, ll. 52-67), wherein each user has a profile contains viewing information (col. 41, ll. 28-41, col. 42, ll. 7-11, col. 42, ll. 61-63, col. 43, ll. 15-31), which reads on using usage information for generating user behavior information. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Goode by using usage information for generating user behavior information as taught by Herz in order to provide desirable video programming to viewers and updating the information as the audience changes.

However, Goode and Herz teach profiles incorporating a single usage of watching/tuning to a program, but are silent on plurality of different types of usage. In analogous art, Knee teaches determining how the content is used such as watching or recording the program, setting a reminder, or retrieving information, which reads on plurality of different types of usage (Knee: fig. 3, pg. 3, para. 0035). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made

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to modify Goode and Herz by plurality of different types of usage as taught by Knee in order to more accurately determine the user's preference information.

Goode teaches dynamically restructuring the broadcast of at least the selected channel, by at least restructuring the viewable moving image data and without having to change allocated bandwidth to said selected channel based on the combined user behavior information describing how the viewable moving image data is being used so as to optimize the use of the fixed bandwidth (See Col. 3 lines 21-67, Col. 4 lines 1-50).

Goode is silent on combining the events and the user generated behavior information with events and behavior from other home entertainment systems. In analogous art, Herz teaches a system for receiving active feedback from customers in order to improve the selection and scheduling of programs (col. 6, ll. 14-55, col. 29, ll. 52-67), wherein each user has a profile contains viewing information (col. 41, ll. 28-41, col. 42, ll. 7-11, col. 42, ll. 61-63, col. 43, ll. 15-31), which reads on combining the events and the user generated behavior information with events and behavior from other home entertainment systems. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Goode by combining the events and the user generated behavior information with events and behavior from other home entertainment systems as taught by Herz in order to accurately reflect the characteristics of the network, thereby enabling the system to more effectively provide content to subscribers.

Goode is silent on restructuring selected from one of: changing modulation of the broadcast, changing an encoding scheme of the broadcast, varying parameters of the

encoding scheme of the broadcast, or redistributing the channel from a first transponder of a satellite television system to a second transponder of the satellite television system. In analogous art, Horton teaches changing the encoding format and factors (col. 8, ll. 34-37, col. 10, ll. 33-38, col. 12, ll. 19-29), which reads on changing an encoding scheme of the broadcast and varying parameters of the encoding scheme of the broadcast for the benefit of overcoming noise within the distribution system. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Goode by changing an encoding scheme of the broadcast, varying parameters of the encoding scheme of the broadcast as taught by Horton in order to efficiently using the bandwidth within the system by selecting a formats that can overcome noise within the distribution system.

Regarding claim **19**, Goode teaches wherein the first communication link and the other communication links are each back channels (See Col. 4 lines 2-10).

Regarding claim **20**, Goode teaches a method further comprising the act of statistically determining at the clearinghouse system the reliability of the combined user behavior information, wherein said act of automatically restructuring a broadcast is based on the statistical determination performed at the clearinghouse system (See Col. 3 lines 21-67, Col. 4 lines 1-50 Channel restructuring is based on the percentage of users watching tuned to a channel slot).

Regarding claim **21**, Goode teaches wherein the statistical determination performed at the clearinghouse system comprises determining when a statistically significant amount of viewing behavior information has been received to cause the

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broadcast to be automatically restructured (See Col. 3 lines 21-67, Col. 4 lines 1-50 Channel restructuring is based on the percentage of users watching tuned to a channel slot).

Regarding claim **23**, Goode teaches wherein said act of automatically restructuring a broadcast comprises allocating varying amounts of bandwidth of an MPEG data stream to the channel (See Col. 4 lines 46-50, Col. 6 lines 10-53 Various MPEG program sets are assigned to channel slots. Since different MPEG program sets having varying amounts of bandwidth, this is varying amounts of bandwidth of an MPEG data stream).

Regarding claim **24**, Goode teaches in a system where a broadcast is provided from a signal source across a medium having a fixed bandwidth and is received by one or more individual home entertainment systems, the broadcast including a plurality of channels having viewable moving image data, a method for optimizing the bandwidth by restructuring the broadcasting of one or more channels within the broadcast based on feedback transmitted from the one or more home entertainment systems to the signal source across one or more back channels, the method comprising the acts of: transmitting a broadcast from a signal source to one or more home entertainment systems (See Col. 3 lines 21-67, Col. 4 lines 1-50); receiving at the signal source user behavior information across a first back channel from a first home entertainment system, wherein the user behavior information from the first home entertainment system includes an event used to initiate usage tracking of a viewable moving image data of a selected channel, from among the plurality of channels of viewable moving image data,

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at the first home entertainment system coupled to related information identifying how the first home entertainment system is using the of viewable moving image data, and wherein the first home entertainment system is one of the one or more home entertainment systems (See Col. 3 lines 21-67, Col. 4 lines 1-50); receiving at the signal source other user behavior information across other back channels from other home entertainment systems, wherein user behavior information from other home entertainment systems includes events used to initiate usage tracking of the viewable moving image data at the other home entertainment systems are using the viewable moving image data, and wherein the other home entertainment systems are of the one or more home entertainment systems (See Col. 3 lines 21-67, Col. 4 lines 1-50); combining the user behavior information from the first home entertainment system with the other user behavior information from the other home entertainment systems to describe how the viewable moving image data is being used in the system (See Col. 3 lines 21-67, Col. 4 lines 1-50); and automatically restructuring a broadcast of the selected channel, by at least restructuring the viewable moving image data, and without having to change the allocated bandwidth to said selected channel based on the combined user behavior information (See Col. 3 lines 21-67, Col. 4 lines 1-50 Channel slots are used to transmit different sets of programming based on the number of viewers currently tuned to the channel slot).

However, Goode is silent on tracking a utilization of the selected type of viewable moving image data from among the plurality of different types of viewable moving image data usage, from among the plurality of different types of usage and Goode is silent on

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using usage information for generating user behavior information. In analogous art, Herz teaches a system for receiving active feedback from customers in order to improve the selection and scheduling of programs (col. 6, ll. 14-55, col. 29, ll. 52-67), wherein each user has a profile contains viewing information (col. 41, ll. 28-41, col. 42, ll. 7-11, col. 42, ll. 61-63, col. 43, ll. 15-31), which reads on using usage information for generating user behavior information. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Goode by using usage information for generating user behavior information as taught by Herz in order to provide desirable video programming to viewers and updating the information as the audience changes.

However, Goode and Herz teach profiles incorporating a single usage of watching/tuning to a program, but are silent on plurality of different types of usage. In analogous art, Knee teaches determining how the content is used such as watching or recording the program, setting a reminder, or retrieving information, which reads on plurality of different types of usage (Knee: fig. 3, pg. 3, para. 0035). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Goode and Herz by plurality of different types of usage as taught by Knee in order to more accurately determine the user's preference information.

Goode teaches dynamically restructuring the broadcast of at least the selected channel, by at least restructuring the viewable moving image data and without having to change allocated bandwidth to said selected channel based on the combined user

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behavior information describing how the viewable moving image data is being used so as to optimize the use of the fixed bandwidth (See Col. 3 lines 21-67, Col. 4 lines 1-50).

Goode is silent on combining the events and the user generated behavior information with events and behavior from other home entertainment systems. In analogous art, Herz teaches a system for receiving active feedback from customers in order to improve the selection and scheduling of programs (col. 6, ll. 14-55, col. 29, ll. 52-67), wherein each user has a profile contains viewing information (col. 41, ll. 28-41, col. 42, ll. 7-11, col. 42, ll. 61-63, col. 43, ll. 15-31), which reads on combining the events and the user generated behavior information with events and behavior from other home entertainment systems. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Goode by combining the events and the user generated behavior information with events and behavior from other home entertainment systems as taught by Herz in order to accurately reflect the characteristics of the network, thereby enabling the system to more effectively provide content to subscribers.

Goode is silent on restructuring selected from one of: changing modulation of the broadcast, changing an encoding scheme of the broadcast, varying parameters of the encoding scheme of the broadcast, or redistributing the channel from a first transponder of a satellite television system to a second transponder of the satellite television system. In analogous art, Horton teaches changing the encoding format and factors (col. 8, ll. 34-37, col. 10, ll. 33-38, col. 12, ll. 19-29), which reads on changing an encoding scheme of the broadcast and varying parameters of the encoding scheme of the

broadcast for the benefit of overcoming noise within the distribution system. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Goode by changing an encoding scheme of the broadcast, varying parameters of the encoding scheme of the broadcast as taught by Horton in order to efficiently using the bandwidth within the system by selecting a formats that can overcome noise within the distribution system.

Regarding claim **25**, Goode teaches wherein the user behavior information is received in real time across the first communication link with respect to a program broadcast on the selected channel (See Col. 3 lines 21-67, Col. 4 lines 1-50 Viewership statistics are calculated as program is being broadcast).

Regarding claim **26**, Goode teaches wherein the user behavior information is received on a deferred basis across the first communication link with respect to a program broadcast on the selected channel (See Col. 3 lines 21-67, Col. 4 lines 1-50 There is an inherent delay between when viewing behavior is transmitted from when it is received).

Regarding claims **27-28**, claims 27-28 relate to a computer program product comprising a computer readable medium carrying computer program code means utilized to implementing the methods of claims **18-19**, respectively. Thus, claims **27-28** are evaluated and rejected with respect to claims **18-19**.

Regarding claim **29**, Goode teaches wherein the user behavior information is received in real time with respect to a program broadcast on the selected channel (See

Col. 3 lines 21-67, Col. 4 lines 1-65 Viewership statistics are calculated as program is being broadcast).

Regarding claim **30**, Goode teaches wherein the user behavior information is received on a deferred basis with respect to a program broadcast on the selected channel (See Col. 3 lines 21-67, Col. 4 lines 1-50 There is an inherent delay between when viewing behavior is transmitted from when it is received).

Regarding claim **31**, Goode teaches in a system that provides a broadcast across a medium having a fixed bandwidth to individual home entertainment system, the broadcast including one or more channels of viewable moving image data, a method for improving the broadcast based at least in part by feedback received from one or more of the home entertainment systems, the method comprising the acts of: receiving a broadcast at a local signal source, wherein the broadcast is sent from a central signal source (See Col. 5 lines 5-27 Headend (local signal source) receives video from video source (central source)); transmitting the broadcast to one or more home entertainment systems (See Col. 3 lines 21-67, Col. 4 lines 1-50); receiving at the local signal source user behavior information from at least one of the one or more home entertainment systems, wherein the user behavior information is received across a back channel, the user behavior information including events used to initiate usage tracking of viewable moving image data of a selected channel, from among the one or more channels, at the at least one home entertainment system coupled to related information identifying how the at least one home entertainment system is using viewable moving image data (See Col. 3 lines 21-67, Col. 4 lines 1-50); combining the user behavior information to

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describe how the selected channel is being used in the system; and transmitting a dynamically restructured broadcast to the one or more home entertainment systems, wherein the restructured broadcast is restructured by at least the restructuring the viewable moving image data, without having to change allocated bandwidth to said selected channel, and is restructured based at least in part on the description of how selected channel is being used in the system (See Col. 3 lines 21-67, Col. 4 lines 1-50 Channel slots are used to transmit different sets of programming based on the number of viewers currently tuned to the channel slot).

However, Goode is silent on tracking a utilization of the selected type of viewable moving image data from among the plurality of different types of viewable moving image data usage, from among the plurality of different types of usage and Goode is silent on using usage information for generating user behavior information. In analogous art, Herz teaches a system for receiving active feedback from customers in order to improve the selection and scheduling of programs (col. 6, ll. 14-55, col. 29, ll. 52-67), wherein each user has a profile contains viewing information (col. 41, ll. 28-41, col. 42, ll. 7-11, col. 42, ll. 61-63, col. 43, ll. 15-31), which reads on using usage information for generating user behavior information. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Goode by using usage information for generating user behavior information as taught by Herz in order to provide desirable video programming to viewers and updating the information as the audience changes.

However, Goode and Herz teach profiles incorporating a single usage of watching/tuning to a program, but are silent on plurality of different types of usage. In analogous art, Knee teaches determining how the content is used such as watching or recording the program, setting a reminder, or retrieving information, which reads on plurality of different types of usage (Knee: fig. 3, pg. 3, para. 0035). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Goode and Herz by plurality of different types of usage as taught by Knee in order to more accurately determine the user's preference information.

Goode teaches dynamically restructuring the broadcast of at least the selected channel, by at least restructuring the viewable moving image data and without having to change allocated bandwidth to said selected channel based on the combined user behavior information describing how the viewable moving image data is being used so as to optimize the use of the fixed bandwidth (See Col. 3 lines 21-67, Col. 4 lines 1-50).

Goode is silent on combining the events and the user generated behavior information with events and behavior from other home entertainment systems. In analogous art, Herz teaches a system for receiving active feedback from customers in order to improve the selection and scheduling of programs (col. 6, ll. 14-55, col. 29, ll. 52-67), wherein each user has a profile contains viewing information (col. 41, ll. 28-41, col. 42, ll. 7-11, col. 42, ll. 61-63, col. 43, ll. 15-31), which reads on combining the events and the user generated behavior information with events and behavior from other home entertainment systems. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Goode by

combining the events and the user generated behavior information with events and behavior from other home entertainment systems as taught by Herz in order to accurately reflect the characteristics of the network, thereby enabling the system to more effectively provide content to subscribers.

Goode is silent on restructuring selected from one of: changing modulation of the broadcast, changing an encoding scheme of the broadcast, varying parameters of the encoding scheme of the broadcast, or redistributing the channel from a first transponder of a satellite television system to a second transponder of the satellite television system. In analogous art, Horton teaches changing the encoding format and factors (col. 8, ll. 34-37, col. 10, ll. 33-38, col. 12, ll. 19-29), which reads on changing an encoding scheme of the broadcast and varying parameters of the encoding scheme of the broadcast for the benefit of overcoming noise within the distribution system. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Goode by changing an encoding scheme of the broadcast, varying parameters of the encoding scheme of the broadcast as taught by Horton in order to efficiently using the bandwidth within the system by selecting a formats that can overcome noise within the distribution system.

Regarding claim **32**, Goode teaches wherein the broadcast is dynamically restructured at the local signal source (See Col. 4 lines 28-32).

Regarding claim **34**, Goode teaches the method further comprising the acts of: transmitting the user behavior information to one of the central signal source and a clearinghouse system (See Fig. 2, SCM 212, Col. 5 lines 28-46 User information goes

to SCM which is a clearinghouse system); wherein said act of transmitting the user behavior information is performed before said act of transmitting a dynamically restructured broadcast (See Col. 3 lines 21-67, Col. 4 lines 1-50); and receiving the dynamically restructured broadcast (See Col. 3 lines 21-67, Col. 4 lines 1-50).

Regarding claims **37-39**, the combination of Goode, Herz, and Knee teaches initiating usage tracking by selecting from watching the program (e.g. outputting the viewable moving image data) and recording the program (e.g. recording the viewable moving image) (Knee: fig. 3, pg. 3, para. 0035).

Regarding claim **40**, the combination of Goode, Herz, and Knee teaches combining a first recording event and behavior information with another home having a second viewing event and behavior information, in that Herz teaches combining events and viewer information from plural homes to create a schedule (col. 6, ll. 14-54), and Knee teaches a weighting system in order to compare and weight the different information from viewers (Knee: fig. 3, pg. 3, para. 0035).

Regarding claim **41**, the combination of Goode, Herz, and Knee teaches restructuring based on combined events indicating at least one of outputting the data and recording the data (Herz: col. 6, ll. 14-54, see also: Knee: fig. 3, pg. 3, para. 0035).

Regarding claim **42**, the combination of Goode, Herz, and Knee teaches indicating how the image data is being used by selecting from watching the program (e.g. outputting the viewable moving image data) and recording the program (e.g. recording the viewable moving image) (Knee: fig. 3, pg. 3, para. 0035).

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Andrew Y. Koenig whose telephone number is (571) 272-7296. The examiner can normally be reached on M-Fr (8:30 - 5:00).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Miller can be reached on (571)272-7353. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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